

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application Number : 10/671,022 Confirmation No.: 7842  
Applicant : Thomas REILLY  
Filed : September 25, 2003  
Title : A SYSTEM AND METHOD FOR CUSTOMIZING A PORTAL  
ENVIRONMENT  
TC/Art Unit : 2155  
Examiner: : *David LAZARO*  
  
Docket No. : 72167.000461  
Customer No. : **21967**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313

**AMENDMENT**

Sir:

In reply to the Office Action dated May 28, 2008, Applicant offers the following  
remarks.

The claims are amended as reflected in the listing of claims, which begins on page **2**.

Remarks begin on page **10** of this paper.

**IN THE CLAIMS**

The following is a listing of the claims with amendments, which are presented in accordance with 37 C.F.R. §1.121.

1. **(Currently amended)** A method for incorporating content on a web page comprising:
  - storing a list of at least one proscribed Uniform Resource Locators (URLs) and a corresponding alternative URL, wherein the corresponding URL contains an alternative set of information to the proscribed URL;
  - identifying the content on a different web page, the content containing the at least one proscribed URL;
  - describing a structure of the content on the different web page;
  - storing the described structure;
  - retrieving the identified content from the different web page in real time;
  - comparing a structure of the retrieved content to the stored structure;
  - ~~performing processing to ensure that the structure of the retrieved content has retained~~  
integrity;
  - incorporating the retrieved content on the web page, utilizing a nested web page, only if the structure of the retrieved content matches the stored structure; and
  - trapping a request for the at least one proscribed URL and redirecting the request to the corresponding alternative URL if the at least one proscribed URL is selected.~~activating the corresponding alternative URL if the at least one proscribed URL is selected.~~

2. (Original) The method according to claim 1, wherein if the structure of the retrieved content does not match the stored structure, the method further comprising:

generating a new window; and

displaying the retrieved content in a new window.

3. (Original) The method according to claim 2, further comprising: sending an alert to an administrator indicating that the structure of the retrieved content does not match the stored structure.

4. (Original) The method according to claim 3, further comprising:

re-describing the structure of the retrieved content; and

storing the re-described structure.

5. (Original) The method according to claim 1, wherein the step of identifying the content further comprises: identifying the content by tags.

6. (Original) The method according to claim 1, wherein the step of incorporating the content further comprises: rendering the content in a look and feel of the web page.

7. **(Currently amended)** A method for incorporating content on a web page comprising:

identifying the content on a web site not containing the web page, wherein the identifying includes a user interface through which a user selects portions of the content on the web site, and

the user interface includes input fields to name and organize the selected portions, and preset menu to select the portions;

describing a structure of the content;

storing the described structure;

retrieving different content from the web site in real time;

comparing a structure of the retrieved different content to the stored structure; and

incorporating the retrieved different content on the web page by utilizing a nested web

page only if the structure of the retrieved different content matches the stored structure; and

wherein if the structure of the retrieved different content does not match the stored structure, the method further comprising performing an action in response to the difference, where the action is pre-selected by the user through the user interface, and the user interface includes a choice of actions including:

generating a new window; and

displaying the retrieved different content in a new window.

8. (Canceled)

9. (Currently amended) The method according to ~~claim 8~~ claim 7, further comprising: sending an alert to an administrator indicating that the structure of the retrieved different content does not match the stored structure, wherein the alert prompts the administrator to use the user interface to re-select the portions of the content on the web site.

10. (Original) The method according to claim 9, further comprising:

describing the structure of the retrieved different content; and storing the described structure of the retrieved different content.

11. (Original) The method according to claim 7, wherein the step of identifying the content further comprises: identifying the content by tags.

12. (Original) The method according to claim 7, wherein the step of incorporating the content further comprises: rendering the content in a look and feel of the web page.

13. (**Currently amended**) A method for incorporating content on a web page comprising:

storing a list of at least one proscribed Uniform Resource Locators (URLs) and a corresponding alternative URL, wherein the corresponding URL contains an alternative set of information to the proscribed URL;

identifying the content on a different web page, the content containing the at least one proscribed URL;

retrieving the content from the different web page in real time;

performing processing to ensure that the structure of the retrieved content has retained integrity;

incorporating the retrieved content on the web page by utilizing a nested web page; and

trapping a request for the at least one proscribed URL and redirecting the request to the corresponding alternative URL if the at least one proscribed URL is selected. activating the corresponding alternative URL if the at least one proscribed URL is selected.

14.     **(Currently amended)** The method according to claim 13, further comprising:  
storing a plurality of proscribed URLs and corresponding alternative URLs; and  
~~activating~~ redirecting to a corresponding alternative URL whenever a proscribed URL is  
selected.

15.     **(Currently amended)** The method according to claim 13, further comprising:  
storing a second proscribed ~~URLs~~ URL without a corresponding alternative ~~URLs~~ URL;  
and redirecting to ~~activating~~ the proscribed URL in a new window if the proscribed URL is  
selected.

16.     **(Previously presented)** The method according to claim 13, wherein the web  
page is customized for a particular user, wherein proscribed URL contains information not  
customized for the user and wherein the corresponding alternative URL contains information  
customized for the user.

17.     **(Previously presented)** The method according to claim 16, wherein information  
on the proscribed URL is inconsistent with information on the corresponding alternative URL.

18.     **(Original)** The method according to claim 16, wherein corresponding alternative  
URL contains customized pricing information.

19. **(Currently amended)** A method for incorporating content on a web page comprising:
- storing a list of at least one proscribed Uniform Resource Locators (URLs) and a corresponding alternative URL, wherein the corresponding URL contains an alternative set of information to the proscribed URL;
  - identifying first content on a different web page, the content containing the at least one proscribed URL, wherein the identifying includes a user interface through which a user selects portions of the content on the web site;
  - identifying second content on a web site not containing the web page;
  - describing a structure of the first content, the structure being denoted as a first structure;
  - describing a structure of the second content, the structure being denoted as a second structure; storing the first and second structures;
  - retrieving the first content from the different webpage in real time; comparing a structure of the retrieved first content to the stored first structure;
  - incorporating the retrieved first content on the web page by utilizing a first nested web page upon determining that the structure of the retrieved content matches the stored structure;
  - trapping a request for the at least one proscribed URL and redirecting the request to the corresponding alternative URL if the at least one proscribed URL is selected~~activating the corresponding alternative URL if the at least one proscribed URL is selected;~~
  - retrieving second content from the website in real time; comparing a structure of the retrieved second content to the stored second structure; and

incorporating the retrieved second content on the web page by utilizing a second nested web page upon determining that the structure of the retrieved second content matches the stored second structure.

20. (Original) The method according to claim 19, further comprising: establishing a secure session with the web site.

21. (**Currently amended**) A method for incorporating content on a web page comprising: identifying first content on a different web page;  
identifying second content on a web site not containing the web page;  
describing a structure of the first content, the structure being denoted as a first structure;  
describing a structure of the second content, the structure being denoted as a second structure; storing the first and second structures;  
storing a list of at least one proscribed Uniform Resource Locators (URLs) and a corresponding alternative URL, wherein the corresponding URL contains an alternative set of information to the proscribed URL;  
retrieving the first content from the different webpage in real time;  
comparing a structure of the retrieved first content to the stored first structure;  
performing processing to ensure that the structure of the first retrieved content has retained integrity;  
incorporating the retrieved first content on the web page by utilizing a first nested web page only if the structure of the retrieved content matches the stored structure;  
retrieving second content from the website in real time;



comparing a structure of the retrieved second content to the stored second structure;  
performing processing to ensure that the structure of the second retrieved content has retained integrity;  
incorporating the retrieved second content on the web page by utilizing a second nested web page only if the structure of the retrieved second content matches the stored second structure; and  
trapping a request for the at least one proscribed URL and redirecting the request to the corresponding alternative URL if the at least one proscribed URL is selected~~activating the corresponding alternative URL if the at least one proscribed URL is selected~~ from either the incorporated first content or the incorporated second content.

**REMARKS**

Claims 1-7 and 9-21 are pending in this application. By this Amendment, claims 1, 7, 9, 13-15, 19, and 21 are amended, and claim 8 is canceled without prejudice or disclaimer to the subject matter set forth therein.

No new matter has been added by this Amendment. Support for the amendments to the claims may be found in the application in paragraphs 0050 - 0052, for example. Reconsideration and allowance in view of the following remarks are respectfully requested.

A. The Amendments

Claim amendments in the present Amendment include the following:

Claims 1, 13, 19 and 21 are amended in response to the Examiner's suggestion on page 3, paragraph 6, of the Office Action.

Claim 7 is amended to incorporate features of claim 8.

Claims 1, 9, 14 and 15 are amended for clarity and consistency with the other amended claims.

B. The Allowable Subject Matter

In the Office Action, claims 8-10 are objected to as being dependent upon a rejected base claim, but would be allowable if rewritten in independent form including all of the limitations of the base claim and any intervening claims. Applicant appreciates the indication of such allowable subject matter.

In response, features of claim 8 are added to claim 7. Allowance of claim 7 based on the indication of allowable subject matter is respectfully requested.

C. The 35 U.S.C. 112 Rejection

In the Office Action, claims 13-18 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which Applicant regards as the invention. The Office Action asserts a deficiency with claim 13. In response, claim 13 is amended to obviate the rejection.

Withdrawal of the 35 U.S.C. 112 rejection is requested.

D. The 35 U.S.C. 103 Rejection

The Office Action rejects the claims as being unpatentable over Silva in view of various other applied art. In particular, the Office Action asserts that claims 1, 5, 6, 13, 14, and 19-21 are rejected under 35 U.S.C. 103(a) as being unpatentable over Silva in view of U.S. Patent Application Publication 2005/0021862 by Schroeder et al. (Schroeder) and Horvitz.

The Office Action asserts, on pages 5-6:

Silva does not explicitly disclose storing a list of at least one proscribed Uniform Resource Locators (URLs) and a corresponding alternative URL and activating the corresponding alternative URL if the at least one proscribed URL is selected. Schroeder teaches storing a list of proscribed URLs and corresponding alternative URLs (Page 4 [0054]). This allows the corresponding alternative URL to be activated when the proscribed URL is selected (Page 4 [0054]-[0056]). The corresponding URL contains an alternative set of information to the proscribed URL (Page 3 [0048]-[0049]).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to take the method disclosed by Silva and modify it as indicated by Schroeder such that the method further comprises storing a list of at least one proscribed Uniform Resource Locators (URLs) and a corresponding alternative URL, identifying the content on a different web page, the content containing the at least one proscribed URL, and activating the corresponding alternative URL if the at least one proscribed URL is selected. One would be motivated to have this, as it is desirable to be able to redirect requests depending on a variety of factors (In Schroeder: Page 2 [0022]).

Furthermore, Silva does not explicitly disclose the incorporation of the retrieved different content on the web page is done by utilizing a nested web page. Horvitz shows that retrieved clipped content can be incorporated through the use nested web pages (Co I. 15 lines 32-55).

It would have been obvious to one of ordinary skill in the art to use the technique disclosed by Horvitz of incorporating content through nested web pages to incorporate the retrieved content of Silva. Using a known technique of incorporating retrieved content through the use of nested web pages to incorporate the retrieved content of Silva would have been obvious to one of ordinary skill in the art.

Applicant also notes the Examiner's comments on page 2 of the Office Action in the "Response to Amendment." Applicant traverses such assertions. In short, while the Office Action asserts that "choosing a service provider based on reliability or cost is still choosing an alternative set of information, and that while the information being conveyed may be the same, one set of information is still alternative to the other" such does not go to the deficiencies of the applied art in failing to teach or suggest the recited manipulation of the proscribed URL vis-à-vis the corresponding alternative URL.

However, Applicant appreciates the helpful suggestion set forth on page 3, paragraph 6 of the Office Action. The claims are amended based on such suggested, so as to expedite prosecution of the application. Further, Applicant concurs with the Examiner that such features distinguish the claims from the prior art.

Specifically, claim 1, for example, recites:

incorporating the retrieved content on the web page, utilizing a nested web page, only if the structure of the retrieved content matches the stored structure; and

trapping a request for the at least one proscribed URL and redirecting the request to the corresponding alternative URL if the at least one proscribed URL is selected.

In contrast, for example, Silva describes:

"Even though the heuristics that have been developed are robust to minor changes in the page structure, they can still break if the page structure changes radically. In such cases, a mechanism to detect and report errors to the client is needed so that during replay, if the Web view player is not able to locate an object involved in a recorded action, it suspends the replay and notifies the

user. The user may then re-record the smart bookmark (to correct the problematic step) before the corresponding Web view is used again. Similarly, if the result of applying the XPath extraction expression to the final page returns nothing, the system reports "not found". Depending on what is sought, this may be an error. It may also mean that what is sought--e.g., a column by a particular columnist--may not be available at present, but might well be tomorrow. It is also possible that the XPath expression returns an undesired object (if the page structure changes radically). In such cases, the user may need to correct the extraction expression."

Silva, paragraph 0043.

Further, for example, Schroeder teaches rerouting a browser to a more convenient content provider in order to access the very same content. Specifically, Schroeder teaches: "an improvement in network reliability using link modification." Schroeder, paragraph 0047.

Schroeder describes:

"the inventors have further realized that directing web requests to the content delivery providers can be controlled by the links within a web page. The inventors change these links to direct web requests to the most-reliable or lowest-cost provider at any given time... Since the choice of the content delivery provider is made just before the web page is sent from the company's server to the browser, the most available content delivery provider at that instant in time can be chosen. When one content delivery provider fails, traffic can immediately and automatically be re-directed to another content delivery provider" [Emphasis added].

Schroeder, paragraphs 0049 and 0051. Thus, Schroeder merely teaches redirecting a browser to the same content through a different content provider. Therefore, the link modification taught in Schroeder is fundamentally different than the claimed invention, as recited in claim 1.

Further, Schroeder asserts in paragraph 0022:

"While such link editing is useful, it is desired to modify links on-the-fly as web pages are served to the client. It is desired to modify these links to re-direct web requests to one of several content delivery providers, depending on factors such as user location, network availability, cost, and failures."

However, the applied art fails to teach the features of claim 1. In particular, the applied art, either alone or collectively, fails to teach or suggest "trapping a request for the at least one

proscribed URL and redirecting the request to the corresponding alternative URL if the at least one proscribed URL is selected” as recited in claim 1.

Accordingly, Applicant submits that claim 1 is in condition for allowance for at least the reasons as set forth above. Claims 13, 19 and 21 are allowable for similar reasons. Applicant submits that the dependent claims recite patentable subject matter for at least reasons similar to those set forth above, as well as the additional features such dependent claims recite. Applicant respectfully requests withdrawal of the rejection under 35 U.S.C. 103.

E. The Further 35 U.S.C. 103 Rejections

In paragraph 22, the Office Action asserts that claims 2-4 and 15 are rejected under 35 U.S.C. 103(a) as being unpatentable over Silva in view of Schroeder and Horvitz and in further view of U.S. Patent 5,784,058 by LaStrange et al. In paragraph 28, the Office Action asserts that claims 16-18 are rejected under 35 U.S.C. 103(a) as being unpatentable over Silva in view of Schroeder and Horvitz as applied to claim 13 above, and further in view of U.S. Patent 6,052,730 by Felciano et al. In paragraph 32, the Office Action asserts that claims 7 and 11-12 are rejected under 35 U.S.C. 103(a) as being unpatentable over Silva in view of Horvitz and U.S. Patent 6,763,388 by Tsimelzon.

Applicant submits that even if it were obvious to effect the above modifications, which Applicant does not admit is obvious, such would still fail to cure the deficiencies of Silva, Schroeder and Horvitz, as discussed above.

Withdrawal of the 35 U.S.C. 103 rejection is requested.

F. Conclusion

For at least the reasons outlined above, Applicant respectfully asserts that the application is in condition for allowance. Favorable reconsideration and allowance of the claims are respectfully solicited.

For any fees due in connection with filing this Response the Commissioner is hereby authorized to charge the undersigned's Deposit Account No. 50-0206.

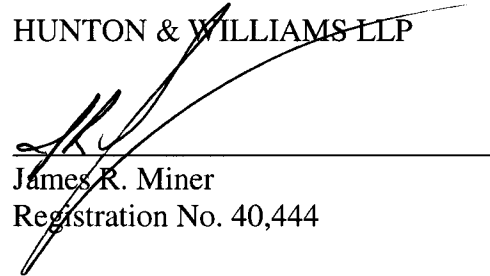
Should the Examiner believe anything further is desirable in order to place the application in even better condition for allowance, the Examiner is invited to contact Applicant's undersigned representative at the telephone number listed below.

Respectfully submitted,

HUNTON & WILLIAMS LLP

**Dated: August 28, 2008**

By:

  
James R. Miner  
Registration No. 40,444

Hunton & Williams LLP  
Intellectual Property Department  
1900 K Street, N.W.  
Suite 1200  
Washington, DC 20006  
(202) 955-1500 (telephone)  
(202) 778-2201 (facsimile)